

Public Information & Involvement Plan (PIIP) Implementation Plan

Today's Date: May 31, 2024

Project Name: Brewer Arena Facility Improvement Project

Revised? Yes No (if yes, skip to the end of the form)

PIIP Phase: (Check one): Design Construction

Administrative Department: Community Services Department

Project Manager: Wendy Parker

PIO Assigned to Project: Julie Williams-Hill

Describe your project briefly below (the purpose, scope, location, timing). Attach a map of the project area if possible.

Consultant shall provide Brewer Arena planning and design services in various phases for schematic design located at the North Mesa Stables / Brewer Arena within the existing footprint.

PART A. Who are you talking to?

Think about your audience --who do you define as your "public" or "stakeholders" for this project? List all that apply and why you think they will be affected or interested in your project (neighborhoods, special interest groups, certain segment of the population, commuters).

Los Alamos community members

North Mesa Stable License holders

Los Alamos Stable Owners Association

Do you intend to X inform X educate X involve the public? Check all that apply and note any explanations here.

PART B. What are the issues?

Answer the Bleiker Life Preserver questions,

1. What is the serious problem that this project, initiative, topic or issue needs to address?

The Brewer Arena is not ADA assessable and has been on the list of areas to improve. The County is looking to plan and design ADA improvements to the Brewer Arena area. This includes evaluating the existing grandstand expansion and ADA upgrades to the announcer's box, restrooms and parking areas.

The service will include evaluating the facility for various programs throughout the year and expanding the seating to accommodate crowds of up to 700.

2. Are you the right entity to address this issue? In fact, given your Mission, would it be IRRESPONSIBLE if you did not address it?

The Community Service Department has the authority to address this program request. Based on community feedback and the desire to move forward, it is the County's best interest to determine a path forward.

3. Is your approach to addressing the problem reasonable, sensible and responsible?

Yes, Wilson and Company, Inc., will provided professional services for the planning and design of ADA improvements to the grandstand, restrooms and crow's nest facility.

4. Are you listening and caring? Be sure to incorporate into this plan that you are listening, and you DO care. If what you're proposing is going to HURT some interests, it's NOT because you don't care; it's NOT because you're not listening.

Our team listens and cares about the community and wants to ensure a safe and enjoyable facility that is ADA accessible for recreational opportunities.

Any other issues to be considered (is the project near a school, will there be traffic delays, additional noise?)

During events, this project may create additional noise levels for the North Mesa Stable License holders. The contractor will discuss user group concerns during listening sessions and public meetings. No main roadway closures or delays are anticipated during this project.

Think about the total amount of time that you will have for implementation of the PIIP with respect to the size of the project, its impact on a neighborhood or a community versus a small group of individuals, special interest groups, schedules and budgets for public information within your department.

PART C. Desired outcome?

What is the desired outcome of your communication strategy and what is the Plan to achieve it?

Considering the information you have listed above, what is the desired outcome of this communication effort?

Listen and communicate community concerns and issues and seek ways to reduce them. The desired outcome is to engage and educate the community as we move through the process in creating an ADA accessible facility. Our desire is to keep the community informed during the process.

PART D. Key messages?

What are your key messages to your identified audience(s)?

The Community Services Department desire is to engage community members to participate in the process and assist the contractor and department with our next step.

PART E. Communication channels

What channels will you use to convey these messages to your audiences and when will you issue them? (Door hangers, ads, press releases, social media platforms, printed collateral – postcards, flyers, posters?)

We have been and will utilize ads, press releases, social media, flyers and email communications.

PART F. The Plan

Briefly describe the steps that you will take as your PIIP. Sketch out timeframes to reach your audiences with specific messages using what channels). If you plan to include any of the Boards and Commissions to guide you, or to help you with public information efforts, then you will need to submit this document and any other relevant project data to them for discussion as an agenda item at their next meeting, and you should be there at the meeting to answer their questions. Be sure to cover everything that may come up, such as staging of materials, traffic impacts, disruption to homes or businesses, or coordination with projects occurring in the same area. And don't forget to itemize costs for advertising or direct mailers, along with run times for ads ahead of meetings. Rule of thumb is 10 to 14 days' notice to announce a meeting.

A kickoff meeting will be held on May 21, 2024. This will include staff and Wilson and Company, Inc. team discussing project goals and expectations.

Task 1 – Discuss project timelines

Task 2 – Discuss meeting dates and locations for listening sessions, community feedback and Parks and Recreation Board Presentation.

PART G. How will you know what the public thinks?

If you're going to **involve** the public (soliciting feedback) then consider the parameters of the input so that staff will be able to act upon the input received and manage the expectations of the public and stakeholders. What is (or isn't) open for public debate and discussion, and document "why." Example: If the county is modifying a park and is seeking input as to what the public would prefer – stating the options that the project manager can execute upon will minimize public disappointment and frustration. Would the public prefer a pickleball court, a tennis court or a basketball court. However, if left as an open-ended question, responses may come back with projects that are not possible (a swimming pool, a petting zoo, etc.).

Will you survey your audience(s) to gather input? __ Yes __X__ No (If the answer is yes, complete the following section. If the answer is no, skip this section.)

How will you plan to survey the public? How long will it take to survey? Will you perform the survey using Have Your Say? Or resources provided by NRC/POLCO (they may have surveys used in other communities online for you to use or view as sample questions.) Will you hire a professional surveying company? How large will your sampling be? What kinds of questions will you ask? Will they be multiple choice or open-ended questions? Who will compose the survey? How will you gather feedback? How you

will analyze, segregate, catalog and present survey data to others effectively, such as the Council, the media, or the public? Will you survey property owners? Renters? Both? What is the cost of the survey? DON'T forget to share the survey results with your audience.

PART H. How will you gather feedback about the success of your PIIP?

Do you plan to have any “lessons learned” sessions with your team post-project to discuss how well the PIIP did (or didn't) work?

Yes, we will bring the team together to discuss the project and what areas we can improve on.

PIIPs require the review and approval of the Project Manager, Department Manager, and County PIO.

Please route for signatures:

Submitted by: Project Manager Date

Approved by: Department Manager Date

Approved by: County Public Information Officer Date

REVISIONS: (complete this section only if you are filing a revision to your original PIIP)

Please outline below the revisions you are making to the PIIP. Give an explanation of “why” and list any associated impacts on cost, schedules, staffing or other impacts.

Channels

The following are some channels that may be used to convey key messages to targeted audiences when developing a communication strategy. Consider the demographics of the audience to select the channel that might best reach them.

Traditional media:

- Press release
- Public Service Announcement
- Paid advertisement
- Interview with a reporter

Printed collateral (postcard, door hanger, flyer, brochure, poster, signage, direct mail or bill insert)

Public meeting/town hall

Neighborhood meeting (scheduled on the street or in an adjacent park)

Videos (public service announcement to be shared on the website, social media, the SALA theater)

Social Media posts

Email outreach – using developed email lists

E-newsletters (County Line)

Website

Los Alamos National Laboratory bulletins (can be shared with out of town commuters)

Chamber bulletins (emailed to the business community)

Los Alamos Public Newsletter (ideal for reaching parents)

FYILosAlamos.com (master calendar for visitors)